

# ENTRY FORM

## 2005 Clean Air Awards

South Coast  
Air Quality  
Management District



***Clean Air Heroes...*** people who see an air pollution problem and do something to help, instead of just turning away. Many of you know such trailblazers. You might be one yourself.

The South Coast Air Quality Management District's 17th annual Clean Air Awards competition invites you to nominate worthy candidates for its 2005 awards. Individuals, businesses large and small, cities, media organizations and community groups are among those eligible (you can nominate yourself if you like). The Clean Air Awards honor those who have made a significant contribution to cleaner air through innovation, leadership and personal environmental commitment.

This guide will help you prepare your nomination and includes an entry form. If you have further questions, please call AQMD at (909) 396-2432. We look forward to receiving your nomination.

Sincerely,

**Barry R. Wallerstein, D.Env.**  
Executive Officer

# 2005 AWARDS NOMINATION

Awards are presented in five categories :

## 1) ADVANCEMENT OF AIR POLLUTION TECHNOLOGY

**Any extraordinary contribution to the development and application of new technology designed to reduce emissions. Some examples include development of cleaner fuels, improved engine design or an improved technological process. A separate award will be considered for businesses with fewer than 50 employees and less than \$1 million in gross annual revenues.**

### Selection Criteria

1. Technology is actually developed and has been in use for at least one year.
2. Amount of any one of the six criteria pollutants (ozone, carbon monoxide, nitrogen dioxide, particulate matter, sulfur dioxide, lead) or precursors (i.e. oxides of nitrogen, oxides of sulfur or reactive hydrocarbons) actually reduced weighted in favor of pollutants that are more pervasive in the District.
3. Versatility of technology – can it be, or is it being used in more than one industry?
4. Overall environmental responsibility of technology – does it reduce air pollution at the expense of other media (water, solid waste, etc.)?
5. Pollution prevention aspects of technology.
6. Does it meet an existing need?
7. Does it have economic development potential?

## 2) INNOVATIVE TRANSPORTATION PROJECTS

**An outstanding use of a single alternative transportation mode, or of a comprehensive transportation strategy. Projects must have demonstrable air quality benefits. Innovative ridesharing programs are included in this category.**

### Selection Criteria

1. Project implemented.
2. Actual pollutant emissions reductions.
3. Does this project provide information to others in a more comprehensive, less expensive or more accessible manner?
4. Can this project be replicated in other areas, by other companies, groups or individuals?
5. Measurable change in behavior of a target group (not only in attitude).
6. Measurable, significant change in attitude of a target group which can reasonably be expected to lead in a change of behavior (i.e., discovery of a new rideshare incentive which tests off the charts, development of a marketing message or strategy which gets non-carpoolers to participate in rideshare programs). This could be an educational effort, but not necessarily.

## 3) MODEL COMMUNITY ACHIEVEMENT

**An exceptional single program or comprehensive strategy that promotes good air quality in a community intended to recognize collaborative/integrated efforts or programs involving the public, business and government. Enhanced public transportation, establishment of recycling centers, improved energy conservation and environmentally sensitive zoning are all examples of eligible programs within this category.**

### Selection Criteria

1. Projects must be complete and/or strategy must have been implemented for a minimum of one year.
2. Demonstration of actual pollutant reductions in that community.
3. Project or strategy can be duplicated in other locations by other groups.

## 4) PUBLIC EDUCATION ON AIR QUALITY ISSUES

**An outstanding individual or group effort designed to educate the public on air quality issues. Public speaking, work with a special interest group, media outreach, or other effort that helped the public understand what smog is and what they can do to help clean the air that we breathe.**

### Selection Criteria

1. Number of people reached with clean air message.
2. Clean air message delivered to a target group in a unique way or in a way which provides multiple exposures to the message.
3. Duplicability of strategy, project and result.
4. A change in public perception, attitude or behavior which supports clean air message.
5. Adaptability of educational components.
6. Innovation or creativity in message presentation or distribution.

## 5) PROMOTION OF GOOD ENVIRONMENTAL STEWARDSHIP

**Individuals of any age and also groups and organizations of any size, who have shown leadership and commitment in promoting good stewardship of the environment, for themselves and for others. Extraordinary examples of environmental justice, alternative transportation, innovative home or community design, education, or the promotion of new technologies and processes, or other action with positive air quality results – qualify in this category.**

**A separate award will be considered for youths, under age 18, with an emphasis placed on scope of personal efforts, uniqueness and inspirational value.**

### Selection Criteria

1. Duration of personal or organizational efforts.
2. Scope of personal or organizational efforts.
3. Uniqueness.
4. Efforts involve a new group in clean air and/or multi-media pollution reduction/prevention efforts.
5. Number of people impacted by effort.
6. Inspirational value of personal efforts.
7. Replicability of efforts.

# GUIDE

## PREPARING YOUR ENTRY

Attach the entry form to a typewritten submission describing why your nominee deserves a Clean Air Award. Keep the description brief. Submit one copy of your entry package. Consider the selection criteria when preparing your submission.

## ELIGIBILITY

Individual, public and private entities, educational institutions, media organizations, and service organizations who have demonstrated an acute awareness of the air quality problem in the South Coast Air Basin, and have taken some exemplary action to improve air quality. Nominations may be made by an individual or organization.

## JUDGING

Nominees will be judged by a panel representing relevant disciplines in each of the categories. Completed nomination forms and accompanying support documents are the only materials that will be used to judge each entry.

## DEADLINE

All nominations must be postmarked by Friday, May 27, 2005.

## MORE INFORMATION

If you have questions or need additional information, call AQMD's Public Affairs Office at (909) 396-2432, or visit the AQMD's web site at [www.aqmd.gov](http://www.aqmd.gov).

The AQMD's 17<sup>th</sup> annual Clean Air Awards ceremony will be held on October 20, 2005.



# 2005 Clean Air Awards

## Entry Form

**Entry Deadline: Postmarked by May 27, 2005**

Specific Category \_\_\_\_\_

*(Only one category per entry. Complete a separate entry for each category.)*

Person(s) or Organization(s) Being Nominated

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Person(s) or Organization(s) Submitting Nomination  
Name and Affiliation

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Address \_\_\_\_\_

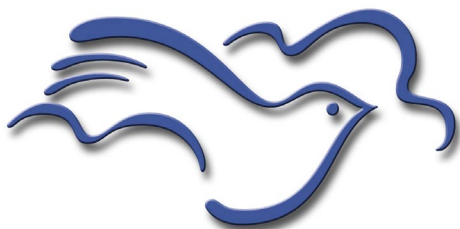
\_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Attach entry form and submission  
description and please mail to:**

Clean Air Awards  
Public Affairs  
AQMD  
21865 Copley Drive  
Diamond Bar, CA 91765-4182



## 2005 Clean Air Awards Nomination Form

South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765-4182

**Address Service Requested**



South Coast  
Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765-4182  
1-800-CUT-SMOG  
[www.aqmd.gov](http://www.aqmd.gov)

*Cleaning the air that we breathe...*